



## FOR IMMEDIATE RELEASE

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## DOCKERS® CELEBRATES THE 100<sup>TH</sup> ANNIVERSARY OF FATHER'S DAY

### *Star-studded event in New York benefits Habitat for Humanity*

SAN FRANCISCO (June 15, 2010) – To mark this year's 100<sup>th</sup> anniversary of Father's Day, Dockers® is stepping up to honor dads. In celebration of fatherhood - the ultimate expression of manhood – the manliest of pant brands is hosting the “Khakis Make the Man” event on Thursday, June 17 at the Ainsworth in New York City, benefiting Habitat for Humanity. Dockers® has enlisted Peter Facinelli to host the event. Facinelli, currently playing Carlisle Cullen in the film adaptations of the *Twilight* series and Dr. Fitch Cooper on the Showtime series “Nurse Jackie” is the ultimate dad on screen and off. Married to Jennie Garth, Facinelli is the father of three children of his own and acts as the father figure to a clan of benevolent vampires. Along with Facinelli, Joel Madden, lead singer of Good Charlotte and notable DJ will be on site to provide the evenings' tunes. The father of two is engaged to television personality Nicole Richie.

“As a brand that is heralding a new definition of manhood – one that champions integrity, strength, chivalry and sensitivity - we thought it was time to salute the dads out there. Dads can get the short end of the stick and we just wanted to take the opportunity, on the 100<sup>th</sup> anniversary of Father's Day, to say thanks,” says Jennifer Sey, VP of Global Marketing for Dockers®. “We want to salute all the fathers out there who recognize that nothing is more important than how we raise our kids.”

In exchange for a donation to Habitat for Humanity, attendees will receive a complimentary pair of Dockers® to have customized at one of four customization stations. Whether you like cargos, soft khakis in a broad range of colors or khaki waders, personalizing will allow party-goers to express their personal style. Within the event, guests can visit The Chop Shop, The Tailor Shop, The Paint Shop and The Sand Shop. These stations consist of tailoring, fabric finishing, trims and graphics. To further continue support of Habitat for Humanity both Facinelli and Madden will be customizing a pair of Dockers® Cargo khakis to be auctioned off on eBay on June 18, 2010. All proceeds from the sale of these special customized Dockers® khakis will benefit Habitat for Humanity.

On Father's Day, Americans will spend an average of \$33 less on dear old dad than what they spend on Mother's Day.<sup>1</sup> In celebration of Dad, Dockers® is offering an updated Cargo Khaki which features a modern, cleaner silhouette without sacrificing functionality – perfect for a Dad who needs to change a tire or a diaper. Anyone can purchase this Cargo khaki on Dockers.com. With every purchase of the Cargo khaki, customers will also receive a MAN t-shirt to be worn proudly. Check out [www.dockers.com](http://www.dockers.com) for more details.

Father's Day was first celebrated on June 19, 1910 by Sonora Smart Dodd in Spokane, Wash.<sup>2</sup> She wanted a celebration that honored fathers such as her own, William Smart, a Civil War veteran who raised his family alone after his wife died giving birth to their sixth child. The holiday became official in 1966 after President Lyndon Johnson issued the first presidential proclamation honoring fathers, designating the third Sunday in June as Father's Day.

#### **About the Dockers® Brand**

The Dockers Brand has embodied the spirit of khaki for more than 20 years. Quality? Always. Authenticity? Check. We make khakis that do their job so you can do yours. We're talking good-looking pants in a full range of fits, and the essential goods to go with them, for men and women. No compromises in quality. Just versatile, essential style. Day to night. Monday to Sunday. In over 40 countries around the world. Wearing the pants has never looked so good. For information on Dockers® and its products call 1-800-DOCKERS or visit [www.Dockers.com](http://www.Dockers.com).

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<sup>1</sup> National Retail Federation, "[Clothes, Gadgets and Gift Cards Prevail as Top Gifts This Father's Day, According to NRF Survey](#)" June 3, 2010

<sup>2</sup> USA.gov, Office of Citizen Services and Citizenship, "[Father's Day](#)"